

**Stacey Parker**

---

**From:** Stacey Parker  
**Sent:** Wednesday, April 09, 2014 3:44 PM  
**Subject:** PRESS RELEASE 04/09/14 - Citizen Retail and Restaurant Survey

## **PRESS RELEASE**



**City of Norman**  
**201 West Gray**  
**Norman, Oklahoma 73069**

For Immediate Release: April 9, 2014

Contact: Terry Floyd, Development Coordinator, (405) 366-5446

### **CITIZEN RETAIL AND RESTAURANT SURVEY**

The City of Norman is seeking input from its residents about retail shopping and restaurant opportunities that they would like to see locate to Norman. On Thursday, April 10, the City will publish a link to an online retail and restaurant survey on its homepage and social media outlets that is designed to gather feedback from residents. The survey will also ask respondents for voluntary information on their shopping preferences, spending patterns and other basic demographic information.

Retail and restaurant opportunities are important elements of any thriving city and contribute to and enhance the quality of life in that area. Availability of these opportunities can provide a unique and enjoyable experience for both a city's residents and visitors.

Retail and restaurant expenditures also play an important role in funding the delivery of City services. Sales tax collection is a critical component of the City's General Fund Budget, accounting for almost 60% of the General Fund Budget total for the Fiscal Year Ending in 2014.

In an effort to explore independent and chain retail and restaurant opportunities and assist in the expansion of the revenue opportunities they provide, the City has engaged an independent national retail consulting firm to conduct a Retail Market Analysis for commercial areas throughout Norman. The information and data from the independent analysis will be utilized by the City and business community to enhance efforts to redevelop and expand existing local retail and restaurant opportunities, along with providing detailed information that will assist in recruiting new and unique retail and restaurant establishments to Norman.

The retail/restaurant survey is designed to provide additional insight into specific citizen dining and shopping preferences and patterns. The information collected from the survey will be used in conjunction with the data from the analysis to help develop City retail recruitment strategies.

Anyone interested in participating in the survey can visit the City's webpage at [www.normanok.gov](http://www.normanok.gov) or the City's Facebook page to access the link for the online survey. For more information, contact Terry Floyd, Development Coordinator, at 405-366-5446 or [terry.floyd@normanok.gov](mailto:terry.floyd@normanok.gov).

###